

METHOD AND SYSTEM FOR SIMULATING THE DISTRIBUTION OF  
TARGETED ADVERTISING

ABSTRACT

The present invention provides an Internet based service that enables retailers to  
5 create and distribute wireless promotions to customer groups based on specific profile  
criteria. These promotions are distributed to all types of wireless and mobile devices, as well  
as the Internet. This Internet service also has the ability to track the reception and acceptance  
of the promotion from the end user, and providing the retailers with the ability to monitor the  
promotion activity to determine if it has been received and executed. The present invention  
10 provides a method, computer program and system for simulating the distribution of a  
promotion that includes accessing target subscriber information for the promotion, selecting  
one or more subscribers to receive the promotion based on the target subscriber information  
and subscriber information associated with each subscriber, calculating one or more statistics  
regarding the selected subscribers, and providing the one or more statistics to a user.